

## **CHAPTER III**

### **METHODOLOGY**

#### **A. Research Design**

A research design is the procedure for collecting, analyzing, interpreting and reporting data in research study (Creswell & Plano, 2007). This is the overall plan for connecting the conceptual research problems with the empirical research, by processing the required data and using the applied method to analyze and the output to answer the research question (Grey, 2014). There are four typology of research study stated by Akhtar (2016) exploratory or formulator, descriptive or formulative, explanatory or analytical, and experimental. According to Creswell (2015) an explanatory research design is a correlational design in which the researcher is interested to extent which two variables (or more) covary, that is, where changes in one variable are reflected in changes in the other. Explanatory research looks for causes and reasons then provides evidence to support or refute an explanation or prediction.

The method of quantitative research was adopted for primary data collection and analysis in this research. Quantitative research according to Sheard (2018) deals with data that are numerical or that can be converted into numbers. The basic methods used to investigate numerical data called statistics. The data (numbers, percentages, and measurable figures) can be calculated and conducted by a computer through a statistical package for social science (SPSS) (Daniel, 2016). Based on that, this research generates result from two variables namely push and pull factors that will affect visiting decision to Floating Market Lembang.

## **B. Research Object**

The object of this research is Floating Market Lembang. However, this research will focus on tourists who visit Floating Market Lembang during pandemic COVID-19 after December 2020. The cause of the time choice is the certificate of CHSE was issued on November 24, 2020.

## **C. Population and Sample**

### **1. Population**

A population refers to any collection of specified group of human beings or of non-human being entities such as objects, educational institutions, time units, geographical areas, or unit, later statisticians call it universe (Wani, 2015). Population consists of the whole group of people that researcher is interested and generalizes (Polit and Hungler, 1999). The target population for this research is tourists who come to Floating Market Lembang.

### **2. Sample**

Sampling is an important step in quantitative research, the ground concept to determine the sample is selecting aggregation of people or household or organization by careful and detailed assessment (Suhaputra, 2014). Non-probability sampling is a procedure that will not bid a basis for any opinion of probability that elements in the universe will have a chance to be included in the study sample (Etikan and Bala, 2017). Therefore, the method used is accidental sampling in which according to Sugiyono (2009) the respondent taken by accident and can be everyone who encounters the researcher, they are eligible as respondent if it's suitable.

To determine the sample if the size and amount of population is unknown, Frendi (2011) use the formulation:

$$n = \frac{Z^2}{4\mu^2}$$

Notes

$n$  : sample size

$Z$  : confidence level for this margin of error 95% that is 1,96

$\mu$  : margin of error that is willing to tolerate 10% that is 0,01

$$n = \frac{1.96^2}{4(0.01)^2}$$

$$n = 96$$

Based on the calculation using the formula, it can be concluded that the sample of this research is 96 respondents. However, to prevent error and invalidity of the data, it arrives at a sample size of 100. The eligible sample come from tourists who visited Floating Market Lembang from December 2020 – June 2021.

#### **D. Data Collection Technique**

In order to collect the valid data, this research uses two data collection methods:

##### 1. Questionnaires

Questionnaire for data collection method is defined as a document containing questions and other types of items designed to solicit information appropriate to analysis (Babbie, 1990). In the making of questionnaire researcher uses Likert scale, according to (Simamora, 2002). Likert scale or summated-rating scale is a technique to express feelings on intensity. Questions given are closed-end question and choices of answers state from lowest intensity to the highest on scale of 5.

**TABLE 1**  
**LIKERT SCALE**

<b>No.</b>	<b>Definition</b>
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

Source: Sugiyono, (2013)

This research uses Likert scale in providing alternative answers that will be given to the tourists. The data gathered from Likert scale is ordinal data, therefore it should be changed into interval data. The method used will be MSI (Method of Successive Interval) according to Hidayat (2012) is a scale method to change ordinal to interval.

## 2. Observation

Observation is a way of gathering data by watching behavior, events, or physical characteristics in their natural setting (CDG, 2018). In addition Nazir (2013) stated that the way of collecting data through observation is using eye without any standard tools. This method is used to verify the real situation and condition of applied health protocols (CHSE) in Floating Market Lembang.

### E. The Definition of Operational Variables

**TABLE 2**  
**MATRIX OPERATIONAL VARIABLES**

<b>Variable</b>	<b>Sub-variable</b>	<b>Dimension</b>	<b>Parameter</b>	<b>Indicator</b>	<b>Scale</b>	<b>Instrument</b>
Motivation (X)	Push (Uysal & Jurowski, 1994)	Re-experience family & togetherness	Cleanliness	The place where I have my family gathering must be clean and free of COVID-19 transmission	Ordinal	Questionnaire
			Health	The place where I have my family gathering must be free of COVID-19 transmission and apply strict health protocols	Ordinal	Questionnaire
			Safety	The place where I have my family gathering must be free of COVID-19 transmission and safety guarantee	Ordinal	Questionnaire
			Environmental sustainability	The environment around my family gathering must be free of COVID-19, well maintained, no water pollution or emissions and no air pollution or emissions and fresh	Ordinal	Questionnaire
		Sports	Cleanliness	The needs to take part in sport activity or just watch sport activity that is free from COVID-19 transmission and clean	Ordinal	Questionnaire
				Frequent disinfectant cleaning	Ordinal	Questionnaire
			Health	The needs to take part in sport activity or just watch sport activity that is free from COVID-19 transmission	Ordinal	Questionnaire

Variable	Sub-variable	Dimension	Parameter	Indicator	Scale	Instrument
			Safety	Safe guarantee during sport activity and COVID-19 free transmission	Ordinal	Questionnaire
			Environmental sustainability	The environment around sports area must be free of COVID-19, well maintained, no water pollution or emissions and no air pollution or emissions and fresh	Ordinal	Questionnaire
		Culture experience	Cleanliness	I want to do cultural experience, buy local crafts, visit a festival or events that is clean and free COVID-19 transmission	Ordinal	Questionnaire
			Health	I want to do cultural experience, buy local crafts, visit a festival or events that is free COVID-19 transmission	Ordinal	Questionnaire
			Safety	I want to do cultural experience, buy local crafts, visit a festival or events that is safe and free COVID-19 transmission	Ordinal	Questionnaire
			Environmental sustainability	I want to do cultural experience, buy local crafts, visit a festival or events that is surrounded by nature, well maintained, no water pollution or emissions and no air pollution or emissions and free COVID-19 transmission	Ordinal	Questionnaire
		Escape	Cleanliness	I need warm hospitality, clean area free of COVID-19 transmission	Ordinal	Questionnaire
			Health	I need warm hospitality free of COVID-19 transmission	Ordinal	Questionnaire

Variable	Sub-variable	Dimension	Parameter	Indicator	Scale	Instrument
			Safety	I need warm hospitality, guarded area free of COVID-19 transmission	Ordinal	Questionnaire
			Environmental sustainability	I need warm hospitality, fresh surrounding, well maintained, no water pollution or emissions and no air pollution or emissions and free of COVID-19 transmission	Ordinal	Questionnaire
	Pull (John & Gyimothy, 2002)	Culture	Cleanliness, Health, Safety, Environmental sustainability	The availability of hand washer station, hand sanitizer, clean toilet, clean trash bin that keep social distancing in hospitality area	Ordinal	Questionnaire
Frequent disinfectant cleaning in Floating Market Lembang area				Ordinal	Questionnaire	
No littering or air pollution				Ordinal	Questionnaire	
Clear social distancing sign				Ordinal	Questionnaire	
Mandatory temperature check				Ordinal	Questionnaire	
Food and beverages process clean and hygiene food process				Ordinal	Questionnaire	
The availability of basic health necessities, tourists' health care, first aid, health care, elderly friendly supplies and temperature check				Ordinal	Questionnaire	
Implementation of cough and sneeze etiquette are well informed				Ordinal	Questionnaire	
The availability of locker, lost & found centre, and attentive safeguard				Ordinal	Questionnaire	
The availability of sign of rescue plan, first aid, fire-fighting equipment		Ordinal		Questionnaire		
		Landscape				

Variable	Sub-variable	Dimension	Parameter	Indicator	Scale	Instrument			
				The availability of meeting point, evacuation route, and emergency plan in public area	Ordinal	Questionnaire			
				Eco friendly supplies are used in public area	Ordinal	Questionnaire			
				Services	There is water and energy efficient plan	Ordinal	Questionnaire		
				Natural and fresh surrounding	Ordinal	Questionnaire			
						Comfortable surroundings, in natural or man-made area	Ordinal	Questionnaire	
						There are employees that monitor and evaluate the environment			
						Entertainment			No water pollution or emissions and no air pollution or emissions
						Relaxation			
Sport									
Buyer Decision Process (Y)	Visiting Decision (Kotler and Armstrong, 1991)	Problem Recognition	Cleanliness	Tourists needs to visit Floating Market Lembang as the cleanest destination in Lembang	Ordinal	Questionnaire			
			Health	Tourists needs to visit Floating Market Lembang as the most hygiene destination in Lembang	Ordinal	Questionnaire			
			Safety	Tourists needs to visit Floating Market Lembang as the safest destination in Lembang	Ordinal	Questionnaire			
			Environmental sustainability	Tourists needs to visit Floating Market Lembang as the most environment friendly destination in Lembang	Ordinal	Questionnaire			
		Information Search	Cleanliness	The information about Floating Market Lembang's cleanliness can be heard	Ordinal	Questionnaire			



Variable	Sub-variable	Dimension	Parameter	Indicator	Scale	Instrument
				from tourist's relatives, FML's ads or social media, and news		
			Health	The information about Floating Market Lembang's hygiene can be heard from tourist's relatives, FML's ads or social media, and news	Ordinal	Questionnaire
			Safety	The information about Floating Market Lembang's safety can be heard from tourist's relatives, FML's ads or social media, and news	Ordinal	Questionnaire
			Environmental sustainability	The information about Floating Market Lembang's environment friendly action can be heard from tourist's relatives, FML's ads or social media, and news	Ordinal	Questionnaire
		Evaluation of Alternative	Cleanliness	Tourists hasn't heard any other cleaner destination than Floating Market Lembang	Ordinal	Questionnaire
			Health	Tourists hasn't heard any other more hygiene destination than Floating Market Lembang	Ordinal	Questionnaire
			Safety	Tourists hasn't heard any other more safety destination than Floating Market Lembang	Ordinal	Questionnaire
			Environmental sustainability	Tourists hasn't heard any other more environment friendly destination beside Floating Market Lembang	Ordinal	Questionnaire

Variable	Sub-variable	Dimension	Parameter	Indicator	Scale	Instrument
		Purchase Decision	Cleanliness	No one has convinced me that there is other destination cleaner than Floating Market Lembang	Ordinal	Questionnaire
			Health	No one has convinced me that there is other destination cleaner than Floating Market Lembang	Ordinal	Questionnaire
			Safety	No one has convinced me that there is other destination more safety than Floating Market Lembang	Ordinal	Questionnaire
			Environmental sustainability	No one has convinced me that there is other destination more environmental friendly that Floating Market Lembang	Ordinal	Questionnaire
			CHSE	There is no unexpected situational factors happened before visiting Floating Market Lembang	Ordinal	Questionnaire
		Post-purchase Behaviour	Cleanliness	Tourists feel satisfied with overall Floating Market Lembang's cleanliness	Ordinal	Questionnaire
				There's no complaint from tourists about Floating Market Lembang's cleanliness	Ordinal	Questionnaire
			Health	Tourists satisfy with overall Floating Market Lembang's health protocols	Ordinal	Questionnaire
				There's no complaint from tourists about Floating Market Lembang's health protocols	Ordinal	Questionnaire
			Safety	Tourists feel satisfied with overall Floating Market Lembang's safety	Ordinal	Questionnaire

Variable	Sub-variable	Dimension	Parameter	Indicator	Scale	Instrument
				The lost goods or crime have never occurred in the past 3 months	Ordinal	Questionnaire
				There's no complain from tourists about Floating Market Lembang's safety	Ordinal	Questionnaire
			Environmental sustainability	Tourists feel satisfied with overall Floating Market Lembang's environmental issue	Ordinal	Questionnaire
				There's no complaint from tourists about Floating Market Lembang's environmental issue	Ordinal	Questionnaire

Source: Processed by researcher, 2021

## F. Data Analysis

This research uses Multiple Regression Analysis to find the relation of push and pull factors and visiting decision, according to Nazir (2014) if the parameter is one functional correlation between one dependent variable and more than one independent variables, thus the result of regression analysis is multiple regression. Supposed that the object is affected by the factors which are linear with Y caused by X1 and X2 then the multiple linear regression model can be established.

$$Y = a + b_1 X_1 + b_2 X_2$$

Notes:

Y : Visiting decision

X1 : *Push factors*

X2 : *Pull factors*

a : Constants

b1, b2 : Each coefficient of variables

Y is explained as variable, whose change in value is based on explaining variables.  $X_j(j=1,2,\dots,k)$  is explaining variable, whose change in value has an influence on explained variables. And  $\beta_j(j=0,1,\dots,k)$  is linearly dependent coefficient whose values can be calculated. After looking for variables and observations, the multiple linear regression model can be induced to compute linear regression.

This research uses multiple linear regression analysis with the help of IBM SPSS Statistics 25 and then tests the influence and significance of using t-test and F-test. According to Nazir (2014) the t-test is used to see if the coefficient is significantly

different from zero or not. To find out whether the independent variables are partially significant or not to the dependent variable.

#### 1. Test of validity

Content validity is highly recommended to apply while the new instrument is developed. Test of validity is defined as the degree to which items in an instrument reflect the content universe to which the instrument will be generalized (Straub, Boudreau, 2004). The trial used to test the validity of the instrument is Pearson's Correlation by counting the correlation value between each question. A question is valid, if the significant rate is  $>0.361$  because the researcher uses 30 respondents (Ghozali, 2012).

**TABLE 3**  
**RESULT OF VALIDITY TEST**

No.	Variable		Result	Sig rate	Description
1.	Re-experiencing family & togetherness	X1.1	.598	.361	Valid
2.		X1.2	.584	.361	Valid
3.		X1.3	.724	.361	Valid
4.		X1.4	.460	.361	Valid
5.	Sports	X1.5	.761	.361	Valid
6.		X1.6	.802	.361	Valid
7.		X1.7	.812	.361	Valid
8.		X1.8	.898	.361	Valid
9.	Culture experience	X1.9	.637	.361	Valid
10.		X1.10	.774	.361	Valid
11.		X1.11	.658	.361	Valid
12.		X1.12	.725	.361	Valid
13.	Escape	X1.13	.470	.361	Valid
14.		X1.14	.551	.361	Valid
15.		X1.15	.593	.361	Valid
16.		X1.16	.652	.361	Valid
17.	Culture	X2.17	.631	.361	Valid
18.	Landscape	X2.18	.598	.361	Valid
19.	Services	X2.19	.450	.361	Valid

No.	Variable		Result	Sig rate	Description
20.	Entertainment	X2.20	.817	.361	Valid
21.	Relaxation	X2.21	.725	.361	Valid
22.	Sport	X2.22	.642	.361	Valid
23.		X2.23	.650	.361	Valid
24.		X2.24	.545	.361	Valid
25.		X2.25	.650	.361	Valid
26.		X2.26	.445	.361	Valid
27.		X2.27	.554	.361	Valid
28.		X2.28	.662	.361	Valid
29.	Problem recognition	Y1	.436	.361	Valid
30.		Y2	.749	.361	Valid
31.		Y3	.494	.361	Valid
32.		Y4	.795	.361	Valid
33.	Information search	Y5	.816	.361	Valid
34.		Y6	.880	.361	Valid
35.		Y7	.754	.361	Valid
36.		Y8	.825	.361	Valid
37.	Evaluation of alternative	Y9	.887	.361	Valid
38.		Y10	.877	.361	Valid
39.		Y11	.867	.361	Valid
40.		Y12	.853	.361	Valid
41.	Purchase decision	Y13	.878	.361	Valid
42.		Y14	.883	.361	Valid
43.		Y15	.771	.361	Valid
44.		Y16	.771	.361	Valid
45.	Post-purchase behavior	Y17	.836	.361	Valid
46.		Y18	.848	.361	Valid
47.		Y19	.874	.361	Valid
48.		Y20	.752	.361	Valid
49.		Y21	.484	.361	Valid
50.		Y22	.850	.361	Valid

Source: Processed by researcher, 2021

From the table above, it can be seen that all questions have  $r$  count  $>$   $r$  table which is 0,361 with significant rate below 0,05. Therefore, it can be concluded that the data are valid and eligible as measurement tools for this research for each variable.

## 2. Test of reliability

Testing for reliability is important as it refers to the consistency across the parts of a measuring the instrument (Huck, 2007). The formula used to see the reliability of the instrument in this research is Cronbach Alpha coefficient, which is the most common and appropriate measure when making use of Likert scales (Whitley; Robinson, 2009). The data will be processed by SPSS 25.

**TABLE 4**  
**CRONBACH'S ALPHAS MIRROR INSTRUCTIONAL GRADES**

<b>Grade</b>	<b>Score</b>	<b>Meaning</b>
A	0.9	Higher or considered excellent
B	0.8 – 0.9	Adequate
C	0.7 – 0.8	Marginal
D	0.6 – 0.7	Seriously suspect
F	< 0.7	Totally unacceptable

Source: Zeller (2005)

**TABLE 5**  
**REABILITY TEST RESULT**

		<b>Cronbach's Alpha</b>	<b>N of Items</b>
X	Push factors	.918	16
	Pull factors	.841	12
Y	Visiting decision	.968	22

Source: Processed by researcher, 2021

In comparison to table 6 and 7, it can be seen that the score of the instrument is higher than 0.6. The test is divided into 3 reliability statistics in accordance to the research sub-variable in order not to get the data getting mixed during the test. In conclusion, all items are reliable and eligible for measurement tools.

### 3. Method of Successive Interval (MSI)

This research uses ordinal data in collecting primary data. However, to do multiple regression analysis it is only eligible to do so by interval data. According to Hays (1979) and Muchlis (2001) there are five steps to transform starting by counting observed frequency on each category, counting proportion on each category, counting cumulative proportion on each category, counting Z, and decide the Z limits. In this research Microsoft Excel 2020 additional MSI tools will be used to transform ordinal data to interval data. Data will be shown on appendices.

#### 4. Classic Assumption Test

##### a. Normality test

A normal distribution is assumed by many statistical procedures to determine whether the data come from populations that are in normal distribution or normal spreading (Widiyanto, 2013). Normal distributions take the form of a symmetric bell-shaped curve. The standard normal distribution is one with a mean of 0 and a standard deviation of 1 (Garson, 2012). In this research Kolmogorov Smirnov test being is with the following formula: Reject the null hypothesis if  $p < 0.05$  (Nazir, 2014).

##### b. Multicollinearity test

Multicollinearity is an unacceptably high level of intercorrelation among the independents, such that the effects of the independents cannot be separated (Garson, 2012). This also can be seen from the value of tolerance and the variance inflation factor (VIF). Low tolerance value equals to the



value of high VIF ( $VIF = 1$ ) commonly the cut-off tolerance value is 0.10 to 10 (Ghozali, 2011).

c. Heteroscedasticity test

Heteroscedasticity is a test to identify variance differences from residual in an observation with other observations. To determine if there is heteroscedasticity or not, graph techniques can be used, correlation spearman of residual, Glaciers test, White test, and Park test (Sudarmanto, 2005). One way to detect whether or not heteroscedasticity is to see the sig value. If the value of  $sig > 0.05$  it means that the data does not contain heteroscedasticity.

5. Hypothesis test

The purpose of hypothesis is to describe the correlation of variables based on the phenomenon around the research (Nazir, 2014). This research aims to see the validity of formulated hypothesis by doing:

a. t-Test

t Test is used to show how far the influence of one variable in explaining the variation of dependent variable. To find result is by comparing the statistical t value with the critical point according to the table. The assumption is, if the t value  $>$  t table the  $H_a$  is accepted. (Ghozali, 2011).

**TABLE 6**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.066	.919		.072	.943		
RATA2_X1	.085	.136	.061	.628	.531	.918	1.089
RATA2_X2	.753	.185	.392	4.063	.000	.918	1.089

a. *Dependent variable: visiting decision (Y)*

b. *Predictors: (Constant), push factors, pull factors*

Source: Processed by Researcher, 2021

Based on t-Test it can be seen that the t count from variable X1 (push factors) is 0,628 or smaller than t table which is 1,984. Therefore, the hypothesis is not accepted or there is no significant influence to dependent variable. However, for X2 (pull factors) the t count is 4,063 or bigger than t table which is 1,984. Hence, the hypothesis is accepted that there is a significant influence to dependent variable.

b. F test

This test is used to indicates whether all independent variables included in the model have a mutual influence on the dependent variable. The assumption is, sig value > alpha 0.05 the H<sub>a</sub> is accepted, which means there is any effect simultaneous effect (Ghozali, 2011).

**TABLE 7**  
**ANOVA<sup>B</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.463	2	4.231	9.995	.000 <sup>a</sup>
	Residual	41.065	97	.423		
	Total	49.527	99			

Source: Processed by Researcher, 2021

With 95% confidence rate, the result of f-Test is 3,0903 and f count is 9,995.

Therefore, it can be concluded that the hypothesis is accepted with sig rate 0,000 or  $p < \alpha$  0,05, thus simultaneously the independent variable X1 (push factors) and X2 (pull factors) influence dependent variable Y (visiting decision) significantly.

c. Coefficient of determination ( $R^2$ )

This test measures how far the model ability to explain variations of independent variables. The coefficient of determination is between 0 and 1. The small value of  $R^2$  means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2011).

**G. Research Schedule**

**TABLE 8  
RESEARCH SCHEDULE**

Activity	Month								
	FEB	MAR	APR	JUN	JUL	AUG	SEP	OCT	NOV
Preparation for research proposal									
Preparation for research design									
Instrument preparation									
Data collection									
Data analysis									
Compiling draft final research									
Final research presentation									

Source: Processed by researcher, 2021